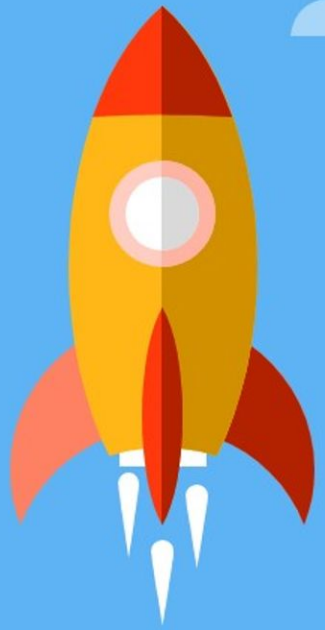SOFTWARE BASED PRODUCTS